



NATIONAL CAMERA

PHOTO/PHONICS
SCHOOL

ENGLEWOOD, COLORADO 80110 • Phone - Area Code 303, 789-1893

HOW IMAGINATION
CAN EXPAND
YOUR HORIZONS

Still thinking about producing your own sound shows? It's mighty easy to put good projects off to "one of these days," but time flies quickly, doesn't it? Here's a little booklet that might help you firm up an idea or two.

Just stop for a minute . . . Don't you have an idea right now you could turn into a PHOTO/PHONICS production? It doesn't make much difference whether you want to use still or motion pictures. You see, the idea is the thing. Your first PHOTO/PHONICS instruction will help you review all the advantages and disadvantages of slides, filmstrips, and movies. You'll then decide which form is best for your idea.

Here's a tip: for your first production your School recommends that you use slides. For one thing, "editing" is easier. To change the order in which scenes appear, simply rearrange your slides. The job of synchronizing the sound to slides is not so much of a problem either.

Once you have your slides in the proper order, you could have them made into a filmstrip without much trouble, if you wanted. Sound-synchronization for filmstrips and slide shows is the same.

Producing a sound motion picture can be more difficult. However, if you've had some experience, you may want to do a movie for your first PHOTO/PHONICS production. In that case, your instructor will guide you step-by-step in helping you put your show together. Your PHOTO/PHONICS instruction describes the various systems and equipment you can use for sound movies, as well as the techniques involved. You'll find that most of the planning and many of the techniques you'll learn will apply to both still and motion picture sound shows.

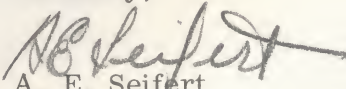
With the wonderful world of sound your pictures will take on a new dimension. They'll sparkle with life and have so much more meaning! Imagine your own creative efforts taking form on the screen. Can you picture the audience reaction?

You need not decide right now what form you want to use. In fact, you might want to wait until you've completed the first two lessons before you make a decision.

But use your ideas while they're fresh! Do more than think about it -- put it into PHOTO/PHONICS form! Send in your completed enrollment application today so you can start on your own PHOTO/PHONICS production, or write if you have any questions.

AES/pc
Enc.

Cordially,


A. E. Seifert
Director



NATIONAL CAMERA AFFILIATE

ENROLLMENT INFORMATION

Please complete the following; print or type.

NAME	Mr.	Age
	Miss	
	Mrs.	
BUSINESS ADDRESS	Present occupation	Highest school grade completed
	Company name	Tel. No.
	Street	County
	City, Zone, and State	
RESIDENCE ADDRESS	Street	County
	City, Zone, and State	
		Tel. No.
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IF YOU ARE UNDER TWENTY-ONE

We welcome ambitious young students as well as older ones. If you are under 21, this enrollment must be guaranteed by your father, mother, guardian or other responsible person over 21 years of age.

(Signature of Guarantor) (Relationship to Student)

(Address)

NOTICE Currency in a letter is unsafe unless Registered. It is best to remit by Postal or Express Money Order, or Bank Draft.

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Englewood, Colorado 80110

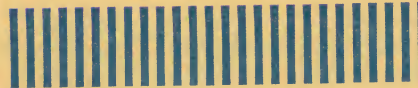
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NOVA

receive to help you after you have received your additional time after your counts.

NOVA receive production strips with photographic required, see

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Miss
Mrs.

Age

Present occupation

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grade completed

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TEAR OFF AND SAVE THIS PORTION ➡

YOUR STUDENT PRIVILEGES

YOU receive valuable answers to specific questions to help you with future PHOTO/PHONICS productions after you have finished the course, and AT NO ADDITIONAL COST. CONSULTATION SERVICE any time after graduation is yours, at Special Graduate Discounts.

YOU receive twenty complete lessons covering the production of motion pictures, slide stories, and film-strips with accompanying sound. Instruction includes photographic techniques, sound recording, equipment required, script writing, and methods of presentation.

YOU will receive from time to time, publications which contain useful information, in addition to your texts.

YOU receive practical experience in each lesson which will prepare you to proceed on your own.

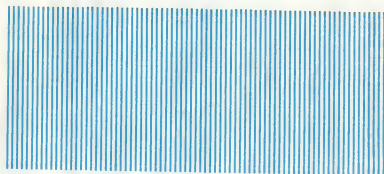
YOU receive the ABC's of PHOTO/PHONICS, which is a valuable dictionary of terms for You, the PRODUCER.

YOU will be provided a catalog of items that are available to you through the School Supply. The catalog also serves as a useful reference.

YOU are constantly supervised by competent instructors who know what you are trying to accomplish. They know best how to help you overcome any obstacle to your progress.

YOUR OWN PHOTO/PHONICS SHOW, prepared by YOU to meet YOUR OWN particular needs or desires, edited and fully critiqued by your instructors, will be YOURS to show after graduation.

National Camera
PHOTO/PHONICS School



enrollment

A

pplication

Please enroll me in the National Camera PHOTO/PHONICS School Course as described in your catalog. I understand that the tuition includes guidance and assistance of instructors while I am enrolled, retention upon graduation of all materials sent to me, and consultation service (as described in your catalog) after I have completed the course. In consideration of your acceptance of this application, I agree to follow your plan of teaching and to complete at least one lesson each month while I am enrolled.

for training in PHOTO/PHONICS

**I accept the
NCPPS Trial
Enrollment Plan**

By completing no more than two lessons each month, I reserve the right to cancel this contract. I understand that all materials sent to me remain the property of National Camera PHOTO/PHONICS School until I graduate. To cancel, I will notify the School in writing, and at the same time return all School property. I may cancel at any time PROVIDED I have paid at least a \$40.00 enrollment fee, plus \$20.00 per month or a fraction thereof during which I am enrolled. Should I cancel, any payment I have made above these amounts will be refunded. In no case shall tuition fees exceed a total of \$220.00.

I PREFER THE PAYMENT PLAN CHECKED BELOW:

- ☐ 1. I enclose \$20.00 herewith and promise to pay \$20.00 per month for ten consecutive months, for a total amount of \$220.00.
- ☐ 2. I enclose \$30.00 herewith and promise to pay \$30.00 per month for six consecutive months, for a total amount of \$210.00. (I save \$10.00 with this plan.)
- ☐ 3. I enclose \$66.00 herewith and promise to pay \$66.00 per month for two consecutive months, for a total amount of \$198.00, OR I enclose the full amount of \$198.00. (I save \$22.00 with this plan.)

PLEASE SCHEDULE MY PAYMENTS TO BECOME DUE ON THE DAY OF THE MONTH CHECKED:

15th ☐

30th ☐

NAME (Please write in ink. Do not print)

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**"\$90,000 AUDIO-VISUAL
STATE PROJECT SLATED "**

This recent article in the Rocky Mountain News explains that a two year project is being launched because "some schools in the state are not fully aware of what new educational techniques can do for them."

An article in a recent Training Directors Journal listed the following weaknesses of available training films: they are stereotyped, too long, situations are over-simplified, and the situations are not tailored to fit specific needs.



Editorial by Noland
Government Education And Industrial
Training: Partners In The World Of Work
Dr. Walter M. Arnold
M. H. MacDougall
Selection Testing
Interstate Reliability: A Brief
Empirical Reminder
Warren S. Blumenfeld
Do You Need An Improved Correspondence
Program?
Harry R. Stoye
Training And Development Policies
Russell H. Ewing
Madeline R. Ewing



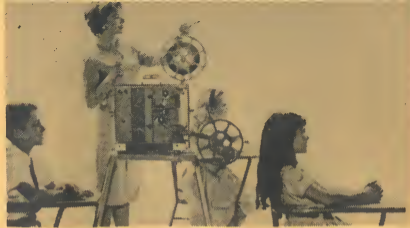
Industrial Photography reported that expenditures for audio-visuals by federal, state, and local government rose to \$84 million. Business and industry A-V expenditures were up 4.5% (to \$84 million). In the education field expenditures for A-V were up 3.7% (to \$228 million).



In the Film and Audio-Visual Annual, an article states that many practitioners fail to recognize audio-visuals as management communications tools.



Besides home entertainment, there are a number of fields which rely on pictures with sound to communicate ideas effectively. Furthermore, many people who use this media are not too well acquainted with it. Even fewer realize that for a modest investment they can plan and produce their own slide, filmstrip, or motion picture production with sound, and achieve highly effective results.



People concerned with teaching, instructing, informing, influencing, or entertaining. Teachers, doctors, sales managers, training directors, banks, hospitals, advertising managers, public relations personnel, community projects, youth groups, churches, photo dealers, amateur photographers - - ANYONE who wants to communicate ideas in an interesting and effective manner. And besides being effective and inexpensive, it's a fascinating experience!

With years of experience in home study methods, National Camera Schools now gives its students vital information in effective techniques for preparing their own first-rate production. Lessons are written in an easy-to-read informal style, and each student has practical exercises to perform as he progresses. In the course he will actually produce a sound show of his choice, ready to show by graduation. Emphasized throughout are LOW-BUDGET ways of obtaining quality results.

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**PHOTO/
PHONICS**
in a
nutshell